



7 Ways to Overcome Underperformance

Leverage Technology, Master Your Law Practice

Susan Harman, Vice President, LexisNexis
David Houlihan, Analyst, Blue Hill Research

State of Most Small Firms

- >73% of firms experience past due accounts
- >39% of firm's client base past due

Discounting

> 70%

‘I enjoy the practice of law and dislike the management of law’

Need a visual

Who We Are

Susan Harman

Vice President LexisNexis

- Responsible for the Firm Manager (SaaS) Product Line
- 30 years in technology sector as leader in innovation, product management, marketing & strategy
 - Intuit and Apple exec
 - Founder & CEO of tech incubator
 - Business partner at 2 small law firms

David

Cloud Practice Management

Business Management



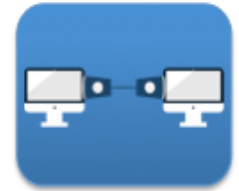
Client / Contact Management



Time Tracking



Automated Billing



Account Reconciliation

Matter Management



Scheduling



Project / Case Management



Process Management



Document Management

Collaboration



Cloud Storage



Remote Access



Remote Collaboration

#1. Be Tech Savvy, Not a Tech Guru



#2. Run Your Firm As a Business – With Metrics that Matter



Use KPIS along with the right technology to improve profitability without:

- Raising billing rates
- Winning new business
- Billing more hours

#3. Make Time & Expense Keeping a Priority

The screenshot displays the LexisNexis Firm Manager interface. A dialog box titled "Add Time and Expense" is open, showing fields for Billing Code, Date (04/01/2015), Matter, User (Susan Harman), Description, Charge Type (Hourly Rate), Rate (\$400.00/hour), Duration (0.00), and Total (\$0.00). Below the dialog box, a table lists time entries with columns for Date, Description, Duration, Rate, Total, and Billing Code.

Date	Description	Duration	Rate	Total	Billing Code	Status
3/3/2015	Court	1.00	\$300.00/hour	\$300.00	Boswinkel Aviation - GC	Uninvoiced
3/3/2015	Phone Call	0.04	\$400.00/hour	\$16.00	Boswinkel Aviation - GC	Uninvoiced
2/9/2015	Client Intake	0.50	\$250.00/hour	\$125.00	Scott's Test	Invoiced
2/5/2015	Draft document	1.00	\$300.00/hour	\$300.00	Boswinkel Aviation - GC	Uninvoiced

40% of hours worked per day in small firms non-billed*



* LexisNexis survey

#4. Establish a Billing Process

Invoicing non billable but essential to cash flow

15.2 % of respondents indicated that their bills sometimes fall past due because the bill was for services rendered too far in the past.

ID	Status	Date	Description	Amount	Total
1069	Unpaid	06/20/2014	Boswinkel Aviation - GC	\$632.00	\$632.00
1068	Unpaid	06/20/2014	Boswinkel Aviation - GC	\$0.00	\$0.00
1074	Unpaid	06/30/2014	Boswinkel Aviation - GC	\$18.00	\$18.00
1075	Unpaid	07/03/2014	Boswinkel Aviation - GC	\$2,130.00	\$2,130.00
1076	Unpaid	07/17/2014	Boswinkel Aviation - GC	\$24.00	\$24.00
1078	Unpaid	08/05/2014	Boswinkel Aviation - GC	\$24.00	\$24.00
1087	Unpaid	09/19/2014	Boswinkel Aviation - GC	\$24.00	\$24.00

5. Get Organized

With your files



5. Get Organized

With your calendars

The screenshot displays the LexisNexis Firm Manager interface. At the top, the navigation bar includes 'Home', 'Matters', 'Contacts', 'Calendar', 'Tasks', 'Documents', and 'Billing'. The main content area shows a calendar for April 2015. The calendar is viewed in 'Month' mode and displays a grid of events. The events are categorized by time and type, such as '11:00 am Client Intake', '01:00 pm Client Meeting', and '04:00 pm New Appointment'. A sidebar on the left titled 'Show Calendars' lists several calendars, including 'My Calendar', 'Attorney, Independent', 'Findlay, Kim', 'Light, Scott', 'Lipps, Michael', 'Lockhart, Nancy', 'Paransky, Jonah', and 'Pesot, Whitney'. The interface also features a search bar, a 'Quick Links' dropdown, and a 'Sign Out' button.

7. Maximize Mobility



**Your clients don't care
where you are**

"Since Firm Manager is Cloud-based... with just a cellular WiFi connection and a mobile printer... I find that wherever I am, my full office is right there with me."

- **Douglas William Vitt**
Attorney




Your clients don't care where you are

*“Since Firm Manager is
Cloud-based... with just a
cellular WiFi connection and
a mobile printer... I find that
wherever I am, my full office
is right there with me.”*

- **Douglas William Vitt**
Attorney

INSERT DAVID HOULIHAN



It's time to modernize your law practice

“Too many attorneys think the acknowledgement of technology is as good as actually using it in their practice.”

- Nadine Weiskopf

*Director of Product Management
LexisNexis Legal and Professional*

We pose this one simple question:

What is the one technology change you could make to your firm this year to drive significant improvement?

Questions?

